

Digital Marketing Course Outline

**Class 1
(2 Hours)**

Digital Marketing

Introduction
Digital Media
Digital Marketing Introduction
Internet and World Wide Web
Latest Trends and Future Possibilities
Digital marketing platforms
Career opportunities in digital marketing

**Class 2
(4.5 Hours)**

Social Media Marketing (Organic)

Social Media Marketing
User Experience
Understanding Consumers
How Social Media works
Tools and Resources
Audience Research

Facebook Ads

Business Manager Account Creation
Ad Account Set up
Create Facebook Ads
Pixel Setup
Tools and Resource
Home Work

Instagram Ads

**Business opportunities and Instagram options
 Optimization of Instagram profiles
 Integrating Instagram with a Web Site
 Keeping up with posts**

LinkedIn Ads

**Business tools on LinkedIn
 Creating campaigns on LinkedIn
 Analyzing visitation on LinkedIn**

YouTube Advertising

**Creating business accounts on YouTube
 YouTube Advertising
 YouTube Analytics
 Channel Video SEO**

SEO, SEM, Digital Analytics, Mobile Marketing

**Class 3
 (4.5 Hours)**

SEO

**On Page SEO
 Off-page SEO
 Technical SEO
 Keyword Research
 Competitor Analysis
 Tools and Resources
 Home Work**

SEM

**Google Ads, Search & Display Network
 Google Ads Account Structure
 Campaign Setup procedure**

	Google Display and Remarketing YouTube Video Ad Campaigns Keyword Tools
Google AdSense	About Google AdSense How to approve Google AdSense AdSense for YouTube How to get approval Start Earning from AdSense Payment SetUp
Google Ad Manager/DFP	Introduction, Set Up, Connect with website and How to Maximise your revenue
Influencer Marketing	What is Influence Marketing Plan and implement an influencer marketing campaign

	Viral Marketing Big Data Analysis Content Creation
Class 4 (4.5 Hours)	Email Marketing E-mail marketing E-mail marketing plan E-mail marketing campaign analysis Keeping up with conversions Email Marketing platform

Web Analytics & Google Analytics

Introduction to Web analytics

Web analytics - levels

Getting Started with Google Analytics

Understanding Dashboards – Real-time | Audience |

Acquisition | Traffic Source | Content | Conversions

Taking decisions based on Analytics Reporting

Audience Reports

Overview

Geo

Language

Technology

Mobile

Demographics

Interests

Behavior

Acquisition Reports

All Traffic – Source/Medium

Campaigns –

Google Ads –

Search Console

Social – Tracking Social Media Traffic

Site Content

Site Search

Digital Marketing Budgeting

Digital Marketing Budgeting
resource planning
cost estimating
cost budgeting
cost control

E-Commerce Marketing

e-commerce marketing,
product keyword research,
inventory management,
selling on online platforms,
uploading products to an online marketplace
business processes

**Class 5
(2.5 Hours)**

**Digital Marketing Strategies &
Certifications**

Integrated Marketing Campaign
Digital Marketing Strategies
Digital Marketing Growth Hacks/Growth Hacking
FREE & PREMIUM Digital Marketing Tools
Digital Marketing Automation
Earning Scopes With Your Digital Marketing Skills
Digital Marketing Certification Program